

CTTC MEMORANDUM

TO: California Travel and Tourism Commission
Secretary of State
Travel Industry Association
Members of the Public Who Have Requested Notification
(For informational purposes only)

FROM: Caroline Beteta, Executive Director

DATE: Monday, September 25, 2006

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE MEETING

A conference call/meeting of the California Travel and Tourism Commission Executive Committee is scheduled to take place on Tuesday, October 3, 2006 from 3:00 p.m. to 5:00 p.m.

Participation for this meeting is available via conference call. The meeting details are as follows:

Meeting:.....	<u>Executive Committee Meeting</u>
Date:.....	Tuesday, October 3, 2006
Time:.....	3:00 pm – 5:00 pm
Conference Call-In:	877-973-7507 / Pass Code:
	518056
Meeting Location:.....	CTTC Offices
	980 Ninth Street, Suite 480
	Sacramento, CA 95814

The agenda is attached for your reference and can also be viewed at <http://www.visitcalifornia.com>.

Please R.S.V.P. (if you haven't already) to Matthew Sabbatini at 916-319-5420 or msabbatini@CTTC1.com, if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you.

CTTC Executive Committee Meeting

Tuesday, October 3, 2006

3:00 p.m. – 5:00 p.m.

California Travel and Tourism Commission

980 Ninth Street, Suite 480

Sacramento, CA 95814

AGENDA

Any and all items on this Agenda are subject to discussion and vote

- I. Call to Order/Approval of June 28, 2006 Executive Committee Meeting Minutes/ Opening Remarks
- II. Executive Director Report
- III. Budget Update
 - A. 2006/2007 Proposed \$25 Million Budget Plan Update
 - B. Proposed FY 2006/2007 Staffing/Operations Plan Update
- IV. Government Affairs Update
 - A. Rental Car Pass through Fees
 - B. Consideration of Program Legislative and Regulatory Changes
 - C. Federal Update
 - D. TIA Power of Travel Event Re-Cap
 - E. Road-side Rest Areas
- V. Nominating Committee Report
 - A. Discuss Next Steps and Schedule Meeting
- VI. Financial Report
 - A. Audit Update
- VII. Marketing Plan Update
 - A. 2006/2007 Marketing Plan Update
 - B. New Web site Design Update
 - C. Media Relations Activities
 - D. Advertising Report – Jeff Gordon Shoot
 - E. Travel Trade Report
- VIII. Assessment Update
- IX. Other Business
 - A. Upcoming Commission Meeting Dates
 - B. Tour of California Updates
 - C. 2006/2007 Proposed International Trade Missions
- X. Public Comment
- XI. Adjournment